

Message Text

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SUBJECT: VSMF EVALUATIONS FOR THIRD QUARTER

REF: (A) COMMERCE 6924, SEPT. 30, (B) TAIPEI 4615, JULY 8,
(C) TAIPEI 6489, SEPT. 24

THE FOLLOWING IS AN EVALUATION OF THE EFFECTIVENESS OF
VSMF BASED ON VSMF TEST PLAN AS REQUESTED IN REFTEL (A):

A. 1) REFER TO REFTEL (B), ITEM D).

2) THE COMMERCIAL LIBRARIAN IS IN CHARGE OF THE VSMF
SYSTEM. IN HER ABSENCE, A COMMERCIAL SPECIALIST AND
A TRADE PROMOTION SPECIALIST OF USMC ARE ALSO ABLE TO
FILL IN FOR HER.

3) REFER TO REFTEL (B) AND (C).

(4) AMONG THE SIX PRODUCT FILES PRESENTLY IN OUR
INSTALLATION, FIVE ARE BELIEVED TO BE APPROPRIATE FOR
TAIWAN MARKET. THE SIXTH FILE, TRANSPORTATION AND
MATERIAL HANDLING SERVICE, WHICH WAS RECEIVED ON
SEPT. 9, 1976 WAS FOUND TO BE ALMOST IDENTICAL TO
THE DOCUMENTATION SERVICE FILE, WHICH IS ALREADY
IN POST'S INSTALLATION. POST HAS REPORTED THIS
MATTER TO COMMERCE IN REFTEL (C) WITH NO RESPONSE
FROM COMMERCE TO DATE.

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B. 1) DURING THE 62 WORK-DAY PERIOD FROM JULY 1 TO SEPT.

30, 1976, A TOTAL OF 124 VISITORS USED THE NSMF.
IN ADDITION, 612 PRINTS WERE MADE FROM THE SYSTEM.
THE BREAKDOWN OF THE NUMBER OF USERS PER MONTH IS
JULY - 43, AUG. - 36, SEPT. - 45.

2) THE BREAKDOWN BY TYPE OF USER IS LOCAL BUSINESSMEN
- 77 PERCENT, FOREIGN SERVICE LOCAL PERSONNEL - 16
PERCENT, CHINESE MILITARY - 4 PERCENT, U.S. BUSINESSMEN
- 3 PERCENT.

3) THE BREAKDOWN OF UTILIZATION OF OUR FIVE FILES
(EXCEPT TRANSPORTATION & MATERIAL HANDLING SERVICE)
IS AS FOLLOWS: PLANT ENGINEERING SERVICE - 41 PERCENT,
DOCUMENTATION SERVICE - 30 PERCENT, DESIGN ENGINEERING
SERVICE - 16 PERCENT, BUILDING PRODUCTS FILE - 12
PERCENT, AND MARINE ENGINEERING SERVICE - 1 PERCENT.

4) THE PRODUCT CATEGORIES MOST FREQUENTLY REQUESTED
AND THEIR SIC CLASSIFICATIONS ARE AS FOLLOWS: HIGH
PURITY GRADE CHEMICALS, INORGANIC - 2819; ELEVATOR,
PASSENGER - 3534; CHEMICAL LABORATORY APPARATUS
- 3811; MACHINE TOOLS, METAL CUTTING/FORMING TYPE
- 3541"2; ELECTRIC GENERATOR SETS - 3621; ANALYZER,
INDUSTRIAL PROCESS TYPE - 3823; POWER SUPPLY SYSTEM
- 3621; ELECTRONIC SCALES - 357601/2; BATTERY
TESTERS - 3825; MICROFIGM EQUIPMENT - 38614;
INDUSTRIAL PROCESS INSTRUMENTS - 3823; MICROMETER
- 3545265; ETC.

C. 1) THE VSMF WAS PUBLICIZED THROUGHOUT THIS QUARTER IN
EVERY ISSUE OF THE EMBASSY'S COMMERCIAL NEWSLETTER,
WHICH IS CIRCULATED TO 3,000 LOCAL FIRMS.

2) IN 1975, POST SENT DIRECT MAILING TO CHINESE GOVERNMENT
AGENCIES, ENTERPRISES, PURCHASING AGENTS, SPECIAL
PROJECT SPONSORS AND TRADE ASSOCIATIONS TO PROMOTE
THE USE OF VSMF. IN MAY, A SEMINAR WAS HELD, AND
45 KEY PERSONNEL ATTENDED THE SEMINAR. DURING THIS
QUARTER, NO DIRECT MAIL WAS SENT.

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3) FOR INFORMATION ON THE USE OF VSMF DURING TC SHOWS,
PLEASE REFER TO REFTEL (B), ITEM G). DURING THIS
QUARTER, NO TC OFF-SITE EXHIBITION WAS HELD, BUT
POST USED VSMF IN COMBINATION WITH TC'S NEW VTR
PROGRAM ON MACHINE TOOLS IN OCT. 1976. DETAILS
WILL BE INCLUDED IN OUR NEXT QUARTERLY REPORT. POST
IS ALSO PREPARING TO MOVE THE SYSTEM TO TC'S NEXT
OFF-SITE EXHIBITION DOCKSIDE & SHIPBOWRD EQUIPMENT

DOWN ISLAND IN KAOHSIUNG, FEB. 1977.

- 4) THE RESULTS OF OUR PROMOTION TOGETHER WITH IHS'S LOCAL AGENT ARE AS FOLLOWS: A LOCAL GOVERNMENT ENTERPRISE CHINA SHIPBUILDING CORP. HAS RENTED VSMF MARINE ENGINEERING SERVICE; SAMPO CORP., ONE OF THE LARGEST MANUFACTURERS OF ELECTRICAL AND ELECTRONIC PRODUCTS IN TAIWAN, HAS RENTED JAPANESE EDITION OF VSMF FROM IHS. CHUNG SHAN INSTITUTE OF SCIENCE & TECHNOLOGY, A RESEARCH ORGANIZATION FOR THE CHINESE MILITARY, IS EXPECTED TO RENT VSMF DESIGN ENGINEERING SERVICE, DOCUMENTATION SERVICE AND DISTRIBUTOR FILE IN THE NEAR FUTURE. TATUNG CO., ANOTHER LARGE MANUFACTURER OF ELECTRICAL AND ELECTRONIC PRODUCTS, AND TWO ADDITIONAL GOVERNMENT ENTERPRISES, CHINESE PETROLEUM COMPANY AND CHINA STEEL CORP., ARE CONSIDERING BUYING THE VSMF SYSTEM.

- D. 1) ABOUT 20 PERCENT OF THE USERS THOUGHT THE SYSTEM WAS EXCELLENT, AND 30 PERCENT GOOD. NEGATIVE COMMENTS ON THE VSMF CENTERED ON (1) SOME PRODUCTS LISTED IN THE DESIGN ENGINEERING SERVICE INDEX HAVE NO OR FEW MANUFACTURERS INCLUDED IN THE MICROFILM, (2) PRODUCT CLASSIFICATION IN THE OTHER 5 FILES ARE NOT SOPHISTICATED ENOUGH, ESPECIALLY WHEN COMPARED WITH THOMAS REGISTER, RESULTING IN THE USERS SPENDING HOURS IN CHANGING CARTRIDGES AND SEARCHING THROUGH HUNDREDS OF FRAMES IN ORDER TO FIND THE EXACT PRODUCT CATALOGS THEY NEED.

- 2) REFER TO REFTEL (B), ITEM H).

- 3) REFER TO REFTEL (B) AND (C).

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- 4) EXAMPLE OF SPECIFIC EXPORT SALES ATTRIBUTED TO VSMF DURING THIS QUARTER IS AS FOLLOWS: A LOCAL COMPANY BANIN ENTERPRISE CO., LTD. PURCHASED HIGH PURITY CHEMICALS AND METALS VALUED AT US\$2,000 - 3,000 FROM ELECTRONIC SPACE PRODUCTS, INC. ANOTHER ORDER VALUED AT US\$2,000 FROM THE SAME COMPANY IS EXPECTED.
- 5) MORE THAN 65 PERCENT OF U.S. FIRMS ATTENDING TC SHOWS ARE INCLUDED IN VSMF. SOME OF THESE FIRMS MAKE PRINTS FROM VSMF ON CATALOGS OF OTHER PRODUCTS WHICH ARE NOT EXHIBITED IN TC SHOWS TO PROMOTE EXPORTS.
- 6) U.S. BUSINESSMEN, ESPECIALLY THOSE PARTICIPATING IN TC SHOWS, ARE VERY SATISFIED WITH VSMF AS MENTIONED ABOVE.

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